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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	10/718,354	
	Filing Date	11/20/2003	
	First Named Inventor	Tor Schoenmeyr	
	Art Unit		
	Examiner Name		
Total Number of Pages in This Submission	3	Attorney Docket Number	SCHO-1

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Application Number	10/718,354
Filing Date	11/20/2003
First Named Inventor	Tor Schoenmeyr
Art Unit	
Examiner Name	
Attorney Docket Number	SCHO-1

Please change the Correspondence Address for the above-identified patent application to:

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I am the:

☐ Applicant/Inventor

☐ Assignee of record of the entire interest.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

☒ Attorney or Agent of record. Registration Number 44337 (see attached power of Attorney submitted 1st time)

☐ Registered practitioner named in the application transmittal letter in an application without an executed oath or declaration. See 37 CFR 1.33(a)(1). Registration Number _____

Typed or Printed Name Inna Landsman, USPTO Reg. No. 44337

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APPLICANT: Tor Schoenmeyr

SERIAL NO.: 10/718,354

FILED: 11/20/2003

FOR: Product Assortment Optimization Systems, Products and Methods

GROUP:

EXAMINER:

ATTORNEY DOCKET NO.: SCHO-1

POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

I hereby appoint:

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as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

I am the Applicant.

Signature:

Name: Tor Schoenmeyr

Date: 6/8/2004

A handwritten signature in black ink, appearing to be "T. Schoenmeyr", written over a horizontal line.